

Commissioners Goals & Objectives

1. Economic Development
2. Institutional Governance & Policy
3. Environment
4. Education
5. Quality of Life



Presentation Schedule

*dates are tentative and subject to change

Date	Goal
January 26	1) Economic Development
February 23	2) Institutional Governance & Policy
March 23	3) Environment
April 27	4) Education
May 25	5) Quality of Life
June 22	1) Economic Development
July 27	2) Institutional Governance & Policy
August	Break
September 28	3) Environment
October 26	4) Education
November 30	5) Quality of Life
December	Break



Commissioners Goals & Objectives

Goal 1: Economic Development

Lead Presenter: Economic Development

Supporting: County Administration | Public Works
Planning & Growth Management | Recreation, Parks & Tourism

Commercial Development

- ❖ International Trade
- ❖ Commercial Tax Base Expansion
- ❖ Business Attraction
- ❖ Opportunity Zone Enhancements

Commercial Development

International Trade

- ▶ On hold due to COVID-19. Have continued communication with the Country of Mozambique for future trade missions.
- ▶ International Trade Seminar held in March 2019
- ▶ Trade mission to Mozambique planned for May 2020; three companies confirmed, others considering; support from the MD Department of Commerce

Commercial Development

Commercial Tax Base Expansion

- ▶ Amazon Last Mile Distribution Center reactivated a 200,000-square-foot warehouse in Waldorf with a \$30 million investment. The facility is now fully operational, employing roughly 500.
- ▶ Velocity Center in Indian Head is completed and operational
- ▶ Rehabilitation of the Maryland Technology Center (former CVS/Super Fresh) on MD210 is underway to accommodate two new businesses in Indian Head
- ▶ Airport area zoning text amendment process is going through the Planning Commission
- ▶ Executing on the EDD's 5-year Strategic Plan to **Enhance the Product** which focuses on creating the environment for future investments in the County.
- ▶ Bryans Road study - completed April 2020; PGM currently working on Bryan's Rd Sub-Area Plan
- ▶ Waldorf Station - School Seat Allocation legislation passed allowing project development to proceed with an estimated total investment of \$220 million
- ▶ MedStar Shah medical buildings complete and operational totaling 71,000 square feet of new space. The MedStar Shah Medical Group has invested over \$25 million on the main building and employs an estimated 80 new health care workers in Charles County, including healthcare providers, technicians, and support services
- ▶ Kaiser Permanente to develop a \$100 million medical center in Waldorf

Commercial Development

Business Attraction

- ▶ Partnership Intermediary Agreement with NSWC ratified in 2020 is delivering on its potential to enhance business attraction efforts in Indian Head with two organizations committed to a presence there. Will continue to leverage the PIA for future business attraction efforts
- ▶ Attraction marketing outreach in metro region includes updates to website target industry pages, with advertising to drive traffic to those pages
- ▶ 2020 Pivot Plan completed to update EDD's Strategic Plan to include new target industries that result from business circumstances related to the COVID crisis. New target industries include:
 - ▶ Pharmaceutical, Medical Supplies & Medical Device Manufacturing
 - ▶ Food & Beverage Processing
 - ▶ Logistics & Distribution
- ▶ Participation in MNCREDA to support competitive position of the Maryland, Washington DC metro area and leverage that alliance to the benefit of Charles County
- ▶ Web site visit tracking and follow up

Commercial Development Business Attraction

- ▶ Digital ads
- ▶ Digital advertising targets C-suite executives in target industries in NOVA and the District of Columbia
- ▶ B&W versions in the Washington Post Business Section
- ▶ Washington Post advertising directed to target industries



Commercial Development

Opportunity Zone Enhancements

- ▶ Advocated for establishments of 3 opportunity zones in the County
- ▶ Waldorf Station will dramatically improve and enhance the US 301 gateway into Charles County and signal new investment and growth in Charles County
- ▶ EDD will continue to support and assist with planned infrastructure improvements within the WURC

Industry Diversification

- ❖ Research & Development
- ❖ Sustainable Natural Resource-Based Industries
- ❖ Tourism
- ❖ Entertainment Industry

Industry Diversification

Industry Diversification

- ▶ In Nov 2019, the EDD recalibrated its Five-Year Strategic Plan, *Shaping the Economic Future of Charles County: 2.0*. Updated target industries were identified to address different audiences and national trends.
 - ▶ Federal Contracting
 - ▶ Tech & Professional Services
 - ▶ Entrepreneurship & Experiential Retail
 - ▶ Value-added Agribusiness
 - ▶ Health Services
- ▶ 2020 Pivot Plan completed to update EDD's Strategic Plan to include new target industries that result from business circumstances related to the COVID crisis. New target industries include:
 - ▶ Pharmaceutical, Medical Supplies & Medical Device Manufacturing
 - ▶ Food & Beverage Processing
 - ▶ Logistics & Distribution

Industry Diversification

Industry Diversification (cont.)

- ▶ Southern Maryland Regional Innovation Collaborative: Three work groups established to begin work for initiatives to support business growth and workforce attraction/retention.
 - ▶ The Quality-of-Life Work Group is launching a regional initiative titled “Eat. Drink. Be Southern Maryland”
- ▶ Target Industry Loan fund
- ▶ Digital advertising targets C-suite executives in target industries in NOVA and the District of Columbia
- ▶ Washington Post advertising directed to target industries

Industry Diversification

Research & Development

- ▶ Indian Head Technical Assistance Panel (TAP) with recommended initiatives to leverage assets at the base at Indian Head, including research & development programs
- ▶ Collaboration with tech transfer office at NSWC
- ▶ Partnership Intermediary Agreement with NSWC ratified in 2020 will enhance business attraction efforts in Indian Head with two organizations committed to a presence there
- ▶ Velocity Center, opened Fall 2020, is the nexus of collaboration with high tech firms and NSWC
- ▶ Regional Innovation Collaborative

Industry Diversification

Sustainable Natural Resource-Based Industries

- ▶ Completed in June 2021 an *Agriculture Economic Development Assessment of Charles County*, spanning 2007-2017 Census of Agriculture Data
- ▶ Included “Value-Added Agribusiness” as a target industry in recalibrated EDD Strategic Plan
- ▶ Collaborated with PGM and Rural Planning and Zoning Task Force to develop, propose, and support a Zoning Text Amendment to strengthen definitions and clarify regulation for agriculture-related uses and tourism.
- ▶ Assisted and supported several agribusinesses with Coronavirus Business Relief grant applications. “Online Sales” Grant from Maryland MEDAFF directed to agriculture and aquaculture businesses.
- ▶ Branding efforts have included a regular ag-related economic development newsletter; EDD Ag-related social media; Expanding online directories of local markets and farm stands

Industry Diversification

Tourism

- ▶ Facilitated Charles County business participation in multiple “Shop Local” initiatives and campaigns.
- ▶ Continue meetings with community partners, organizations, and businesses to establish partnerships and identify operation challenges during COVID-19.
- ▶ Continue to negotiate sport tourism contracts for Bass Fishing Tournaments in partnership with Fishing League Worldwide and Smallwood State Park.



Industry Diversification

Tourism (cont.)

- ▶ Partner with Media Services to enhance and strengthen marketing materials and assets to hold Charles County in competitive position in the marketplace.
- ▶ Penetrate travel trade/group tour market with the recruitment of tour and receptive operators to increase revenue for the County.
- ▶ Support Economic Development business attraction and quality of life messaging by increasing Charles County digital presence and assets.



Industry Diversification

Entertainment Industry

- ▶ Staff recommends changing this goal to “Entertainment and Hospitality” or “Entertainment, Hospitality, and Tourism”
- ▶ Direct retail recruitment efforts
 - ▶ Participated and networked in International Council of Shopping Centers convention at National Harbor, March 2020
- ▶ Retail recruitment has been on hold due to COVID pandemic. EDD continues to support the retail industry, as needed, and will assess the current retail market in 2021 as a result of these extraordinary conditions
- ▶ Continue to explore and identify entertainment district locations; support Town of La Plata’s Arts and Entertainment District initiative

Infrastructure / Services

- ❖ Broadband Access
- ❖ Water & Sewer
- ❖ Transportation Network
- ❖ Workforce Development
- ❖ Business Support

Broadband Access

- ▶ Broke ground on the Nanjemoy/Cobb Neck Broadband Buildout project
 - ▶ Project includes 1400+ Category 1 properties
 - ▶ Weekly project meetings to monitor the project steps and rollout
 - ▶ Project website with regular updates on the progress of the buildout
 - ▶ Interactive Map
 - ▶ Address Search Tool
- ▶ Awarded funding for the Neighborhood Broadband Expansion - Category 2 project
 - ▶ Project includes 151 residences
 - ▶ Partnered with Comcast
- ▶ Continuing to work on development of a local grant program for Category 3

Infrastructure / Services

Water & Sewer

- ▶ DPW, PGM, and Capital Services have been working together to move projects forward supporting Economic Development.
- ▶ Waldorf Urban Redevelopment Corridor (WURC)
 - ▶ Old Washington Road reconstruction and sewer
 - ▶ Zekiah Pump Station, Interceptor, and Force Main upgrades
 - ▶ WURC Waterline
 - ▶ WSSC Interconnection
- ▶ Hughesville Village
 - ▶ Design and RFP to provide public water/sewer to the area

Infrastructure / Services

Transportation Network

- Support local, regional and commuter **transit** trips
- Support **roadway and bridge** construction
- Develop a comprehensive **transportation network**

Transportation Network Transit

- ▶ Southern MD Rapid Transit
 - ▶ HB414 - appropriates \$30 Million over the next 5 years, with an immediate appropriation of \$5 Million
 - ▶ Purpose: to conduct and complete an EIS for SMRT - will give us alignment and a chosen mode
 - ▶ Once EIS is done, then eligible for funding for design, ROW acquisition and construction
 - ▶ Contingent upon matching federal funds. Have applied for Congressionally Directed Spending (CDS) Project funding from our Federal delegation.
- ▶ Free Fare 6-month pilot project to commence after capacity restrictions are lifted

Transportation Network

Roadway and Bridges

- ▶ Nice/Middleton Bridge - continued progress
- ▶ Intersection Inventory - 90% Complete, awaiting staff replacement to finish
- ▶ Indian Head Rail Trail Extension Feasibility Study is on-going and will be complete Sept 2021

Workforce Development

- ▶ Participation on Workforce Development Board
 - ▶ Chair the Business Engagement Committee
 - ▶ Participation and leadership for the WDB's Integrated Business Engagement Network
 - ▶ Promoting WDB services on website and other outreach vehicles, including the new Skill Up tool as a resource for businesses and residents
- ▶ Collaboration with CSM Workforce Center
- ▶ Continue to be engaged and inform efforts, including “Getting Southern Maryland Back to Work” and “Workforce Ready Communities” programs

Infrastructure / Services

Business Support

- ▶ Addition of a new Business Retention Specialist position in FY2022 through reallocation of operating funds will allow us to continue and increase BRE efforts
- ▶ The Business Retention and Expansion (BRE) took the pulse of businesses in Charles County from August 2018 to May 2019.
 - ▶ 60 businesses participated in the BRE Program and were interviewed face-to-face as the BRE visitation process.
 - ▶ A 21-member task force conducted Red flag reviews to identify business concerns.
 - ▶ Conducted Research Review to identify predominant trends and general, collective business issues in the survey results.
 - ▶ Completed the BRE Research Report - detailing the collective themes identified to present potential priority projects.
 - ▶ The BRE Task Force Retreat held completed the planning and visitation phase of the project. Implementation of the projects selected is pending.

Infrastructure / Services

Business Support (cont.)

- ▶ **Loans/Capital Infusion:** Pivoted our resources to focus on the COVID impacts to business and execute effectively
 - ▶ **COVID-19 Business Development Loan:**
 - ▶ In 2020, we approved and disbursed two loans totaling \$20,000.
 - ▶ In 2021, we approved and disbursed one loan for \$10,000.
 - ▶ **COVID-19 Business Relief Fund:** in 2020, we approved and disbursed 11 loans totaling \$55,000.
 - ▶ **Business Development Loan Fund**
 - ▶ In 2020, we approved and disbursed two loans totaling \$70,000.
 - ▶ In 2019, we approved and disbursed one loan totaling \$35,000.
 - ▶ **Target Industries Incentive Loan Fund:** in 2019, we approved and disbursed 1 loan totaling \$100,000.

Infrastructure / Services

Business Support (cont.)

Grants:

- ▶ 2020: 571 applications received, approved 531 totaling \$4,010,305.00 disbursed to 418 businesses
- ▶ 2021: 204 applications received, approved 194 totaling \$1,929,529.19 disbursed to 194 businesses
 - ▶ 2021 RESTAURANT GRANTS ROUND II
 - ▶ Grant Fund Amount \$659,741
 - ▶ 94 applications received
 - ▶ 93 applications approved
 - ▶ \$639,741 disbursed to 90 businesses, plus 14 businesses from Round I
 - ▶ 2021 HOTEL GRANTS ROUND I
 - ▶ Grant Fund Amount \$400,568
 - ▶ 17 applications received
 - ▶ 9 applications approved
 - ▶ \$400,568 disbursed to 9 businesses
 - ▶ 2021 RESTAURANT GRANTS III
 - ▶ Grant Fund Amount \$605,070
 - ▶ 56 applications received
 - ▶ 55 application approved.
 - ▶ \$605,070 to be disbursed to 55 businesses
 - ▶ 2021 HOTEL GRANTS, II
 - ▶ Grant Fund Amount \$275,032
 - ▶ 17 applications received
 - ▶ 17 applications approved
 - ▶ **\$270,496** to be disbursed to 17 businesses
 - ▶ \$4,536 for administrative help (Temp)
 - ▶ 2021 ONLINE SALES / TELEWORKING GRANT
 - ▶ Grant Fund Amount \$13,751
 - ▶ 6 applications received
 - ▶ 6 application approved
 - ▶ \$13,751 to be disbursed to 6 businesses

Infrastructure / Services

Business Support (cont.)

Grants Summary:

TOTAL GRANTS APPLICATIONS:	725
TOTAL GRANTS APPROVED:	686
TOTAL DOLLARS:	\$5,926,180

Grants to Minority Owned Businesses:	170 (37%)
Dollar Amount to Minority Owned Businesses:	\$2,390,953 (40%)

Business Support (cont.)

- ▶ COVID-19 Recovery Task Force
 - ▶ Final report presented to the Board of Commissioners March 2021
 - ▶ Business Outreach Committee of the Economic Development Advisory Board established in May 2021 to continue work on Task Force recommendations
 - ▶ Made up of businesses and regulatory partners
 - ▶ Chaired by Senior Judge Helen Harrington
 - ▶ Weekly - later biweekly - online meetings to discuss challenges and solutions to business operations during the COVID-19 crisis
- ▶ Communications
 - ▶ Dedicated COVID-19 pages on the EDD website to provide information specific to business
 - ▶ Weekly e-blasts with information
 - ▶ Social Media

Infrastructure / Services

Business Support (cont.)

- ▶ Request for ARP funding May 2021 to County Administrator for:
 - ▶ Grant programs
 - ▶ Business Outreach / Communication strategies and programs
 - ▶ Training / counseling programs



Charles County Government
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About Charles County Government

The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace. Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.